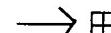


15866 U.S. PTO
08/27/03

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Modified PTO/SB/05 (03-01)
Approved for use through 10/31/2002. OMB 0651-0032
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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	Google-53APP (GP-064-05-US)
First Inventor	Yingwei Claire CUI
Title	IMPROVING CONTENT-TARGETED ADVERTISING; USING COLLECTED USER BEHAVIOR DATA
Express Mail Label No.	EL836805744US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

- 1. Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original and a duplicate for fee processing)
- 2. Applicant claims small entity status.
See 37 CFR 1.27.
- 3. Specification [Total Pages 57]
 - Descriptive title of the invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to sequence listing, a table, or a computer program listing appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (*if filed*)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
- 4. Drawing(s) (35 U.S.C. 113) [Total Sheets 16]
- 5. Oath or Declaration w/Power of Attorney [Total Pages]
 - a. Newly executed (original or copy)
 - b. Copy from a prior application (37 CFR 1.63 (d))
(for continuation/divisional with Box 18 completed)
- 1. **DELETION OF INVENTOR(S)**
Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
- 6. Application Data Sheet. See 37 CFR 1.76

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

Continuation Divisional Continuation-in-part (CIP)

of prior application No.: _____

Prior application information: Examiner _____

Group Art Unit: _____

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

<input checked="" type="checkbox"/> Customer Number or Bar Code Label	(Insert Customer No. or Attach bar code label here)	or	<input type="checkbox"/> Correspondence address below
26479			

Name	Straub & Pokotylo			
Address	1 Bethany Road			
	Suite 83, Bldg. 6			
City	Hazlet	State	N.J.	Zip Code
Country	USA	Telephone	(732) 335-1222	Fax
Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	
Signature				Date
				August 27, 2003

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Mail Stop Utility Patent Application, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Attorney Docket No.: **Google-53APP (GP-064-05-US)**

Applicants: **Yingwei Claire CUI et al.**

Serial No.: **Not yet assigned**

Filing Date: **Herewith**

Title: **IMPROVING CONTENT-TARGETED ADVERTISING USING
COLLECTED USER BEHAVIOR DATA**

Examiner: **Not yet assigned**

Group Art Unit: **Not yet assigned**

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

NON-PUBLICATION REQUEST UNDER 37 C.F.R. § 1.213

The applicants request that the above-referenced application not be published under 35 U.S.C. § 1.122(b).

The undersigned certifies that the invention disclosed in the application has not been and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

The applicants reserve the right to file an application directed to the disclosed invention in another

country, or under a multilateral international agreement as permitted by 37 C.F.R. § 1.213(c).

Respectfully submitted,

August 27, 2003


John C. Pokotylo, Attorney
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Customer No. 26479
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Suite 83, Bldg. 6
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EXPRESS MAIL CERTIFICATION

"Express Mail" mailing label number: EL836805744US
Date of deposit: August 27, 2003

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


John C. Pokotylo 36,242
Reg. No.